



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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04-C-1385

July 19, 2004

President Pro-Tempore Ceasar Mitchell and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Eastside Tax Allocation District (TAD) Neighborhood Advisory Board Appointment

Dear President Pro-Tempore Mitchell and Members of the Council:

It is a pleasure for me to appoint Natalie Brown to serve as a member of the Eastside TAD Neighborhood Advisory Board in the NPU-M Category for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Natalie Brown will serve the Eastside TAD Neighborhood Advisory Board with integrity and dedication.

Sincerely,



Shirley Franklin

Natalie D. Brown

521 Irwin Street
Atlanta, Georgia 30312
United States

home: 404.525.2419
cell: 678.234.3757
natalied.brown@firstdata.com

Senior Executive with broad-based expertise in P&L/general management, TQM, sales, marketing, business development, products and services, and e-business.

PROFESSIONAL HISTORY

FIRST DATA MERCHANT SERVICES, Atlanta GA

2003 – present

Director, Internet Marketing & Strategic Alliances

- Design web content for existing and emerging B2C and B2B/B2G market segments
- Develop Internet promotional strategy for fast-growing suite of e-commerce products/services
- As of 1Q on target to achieve 159% of plan in Total Revenue
- Engineer integrated e-business marketing mix (e.g., e-product sales, packaging, pricing and delivery strategies)
- Provide e-marketing support to leverage RSA and Business Development initiatives
- Grow DBG market share and brand equity/loyalty within discreet target audiences
- Leverage acquisition model through segmented marketing across DBG traditional and new media channels
- Monitor competitive environment and best practices to optimize strategic positioning

FIRST DATA MERCHANT SERVICES, Atlanta GA

1999 – 2003

Director, Internet/e-Commerce Sales & Marketing

- Grew and managed integrated Internet/e-commerce product set
- Assimilated affiliate product value-adds to realize passive incremental revenue goals
- Established new and existing distribution channels via Reseller and Referral programs
- Spearheaded new business opportunities within and across vertical aggregates
- Defined/executed go-to-market initiatives by leveraging new/existing B2B & B2C distribution channels
- Leveraged affiliate customer base to grow brand visibility and cross-sell opportunity

FIRST DATA MERCHANT SERVICES, Atlanta GA

1998 – 1999

Manager, Internet Services & Solutions

- Piloted first Internet sales consulting group to provide web store and payment solutions to regional and mid-market merchants
- Managed dedicated Internet sales team to exceed short and long term P&L objectives (

FIRST DATA MERCHANT SERVICES, Atlanta GA

1998 – 1999

Manager, Products & Services

- Managed core and peripheral product development through multi-phased launch process
- Identified/integrated new terminal, e-commerce and advanced product solutions to compliment existing product set
- Branded & distributed product collateral to Sales contingent
- Developed training manuals and curricula for Regional Sales, Corporate Sales and Relationship Management groups

FIRST DATA MERCHANT SERVICES, Atlanta GA

1996 – 1998

Manager, Regional Sales

- Recruited, interviewed, and trained a sales team of 15 to achieve 200% of PTP revenue objectives
- Developed integrated sales and marketing strategies to facilitate new market penetration
- Administered issues related to pricing management, risk feasibility, profitability and customized setup protocol

Natalie D. Brown

- Procured large client relationships through new business development, proposal development, contract negotiation and product configuration

AMERICAN BUSINESS SYSTEMS, Atlanta GA

1993 – 1996

Senior Sales & Marketing Consultant

- Built and implemented sales acquisition strategy to penetrate new and evolving vertical marketplaces
- Integrated comprehensive practice management and electronic payment solutions for healthcare clients
- Developed value-added solutions to increase client Accounts Receivable via electronic claims reimbursement
- Documented and implemented formal training curricula to orient new clients to billing and practice management solutions

EDUCATION

- UNIVERSITY OF PHOENIX, Phoenix, AZ
MBA Candidate – Global Management (1Q 2005)
- SOUTHERN POLYTECHNIC STATE UNIVERSITY, Atlanta GA
Certification – Web Design
- UNIVERSITY OF COLORADO SCHOOL OF LAW, Boulder, CO
J.D. Candidate – Corporate Law
- EMORY UNIVERSITY, Atlanta GA
B.A. – Humanities

SKILLS

ADEPT STRATEGIST

- Strategic growth and acquisition planning based on quarterly and annual financial forecasting
- Functional proficiency in integrated marketing, pricing/packaging, and vertical positioning
- Strong analytical, presentation, and critical thinking skills

GROWTH CATALYST

- High Volume Sales and Management Expertise
- Understanding of ROI, pricing and profitability models as a performance drivers
- Experienced in negotiating alliances, partnerships, and bi-lateral vendor contracts
- Functional proficiency in the operational infrastructure supporting FDMS transaction processing

LANGUAGES

- French - Secondary and Collegiate study; written and spoken (7 years)